

PTO/SB/81 (11-04)

Approved for use through: 11/30/2005. OMB 0651-0035

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**POWER OF ATTORNEY  
and  
CORRESPONDENCE ADDRESS  
INDICATION FORM**

Application Number	09/780,020
Filing Date	06 February 2001
First Named Inventor	Justin Lee
Title	System And Method For Distributing Multimedia Displays Over A Network
Group Art Unit	3627
Examiner Name	Michael A. Cuff
Attorney Docket Number	

I hereby revoke all previous powers of attorney given in the above-identified application.

I hereby appoint:

☒ Practitioners at Customer Number**06980**

OR

☐ Practitioner(s) named below:

Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please recognize or change the correspondence address for the above-identified application to:

☒ The address associated with the above-mentioned Customer Number.

OR

☐ Practitioners at Customer Number**06980**

OR

☐ Firm or  
Individual Name

Address

City

State

Zip

Country

Telephone

Fax

I am the:

☐ Applicant/Inventor:☒ Assignee of record of the entire interest. See 37 CFR 3.71.

Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

**SIGNATURE of Applicant or Assignee of Record**

Signature

Date

Name

Telephone

Title and Company

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below\*.

☐ \*Total of \_\_\_ forms are submitted.

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you are required to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

PTO/SB/06 (09-04)

Approved for use through 07/31/2006. OMB 0651-0031  
Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Allure Fusion Media, Inc.Application No./Patent No.: 09/780,020 Filed/Issue Date: 08 February 2001Entitled: SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA DISPLAYS OVER A NETWORKAllure Fusion Media, Inc., a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by percent) of its ownership interest is \_\_\_\_\_ %

In the patent application/patent identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 01896, Frame 0804, or for which a copy thereof is attached (1004. Copy follows)

OR

- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below.

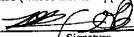
1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
2. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
3. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☐ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., a true copy of the original document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.8]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

  
Signature  
Rockrick C. Goss  
Printed or Typed Name  
President + CEO  
Title

April 5, 2006  
Date  
\_\_\_\_\_  
Telephone Number

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you are required to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

ASSIGNMENT

WHEREAS, we, Justin Y. Lee, a citizen of the United States and having a residence of Marietta, Georgia, In Y. Lee, a citizen of the United States and having a residence of Atlanta, Georgia, and David C. Borlo, a citizen of the United States and having a residence of Atlanta, Georgia, have invented certain new and useful improvements in SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA DISPLAYS OVER A NETWORK, for which a patent application was filed on February 8, 2001, and assigned Serial No.: 09/780,020; and

WHEREAS, ALLURE FUSION MEDIA, Inc., a corporation of the State of Georgia, having an address of One Capital City Plaza, 3350 Peachtree Road, Suite 1050, Atlanta, Georgia 30326, is desirous of acquiring the right, title and interest in and to said invention and any and all patents resulting therefrom, including any foreign patents.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and other good and valuable considerations, we do hereby sell, assign and transfer unto said ALLURE FUSION MEDIA, Inc., its successors and assigns, the entire right, title and interest in and to said invention or inventions, as described in the aforesaid application, in any form or embodiment thereof, and in and to the aforesaid application, and in and to any applications filed in any foreign country based thereon, including the right to file

said foreign applications under the provisions of the International Convention; also any improvements on said invention or inventions now or hereafter made by us during the period of our employment; also the entire right, title and interest in and to any and all patents or reissues or extensions thereof to be obtained in this or any foreign country upon said invention, inventions, or improvements and any divisional, continuation, continuation-in-part or substitute applications which may be filed upon said invention, inventions, or improvements in this or any foreign country, and we hereby authorize and request the issuing authority to issue any and all patents on said application or applications to said ALLURE FUSION MEDIA, Inc. as assigned of the entire interest.

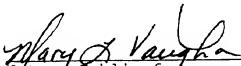
Further, we agree that we will communicate to said ALLURE FUSION MEDIA, Inc. all facts known to us respecting said invention, and testify in any legal proceedings, sign all lawful papers, make all rightful oaths, and generally do everything possible to said ALLURE FUSION MEDIA, Inc., its successors and assigns, to obtain and enforce proper protection for said Letters Patent in the United States and in any and all foreign countries.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal  
this 22 day of May, 2001.

  
Justin Y. Lee

STATE OF Georgia )  
COUNTY OF Cobb )

Personally appeared before me, Justin Y. Lee, to me known  
and known to me to be the person described and who executed the  
foregoing instrument and acknowledged the same to be his act and  
deed in and for the purposes set forth in said instrument this  
22<sup>nd</sup> day of May, 2001.

  
Notary Public for

My Commission Expires: 08/01/01

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal  
this 22 day of May, 2001.

  
In Y. Lee

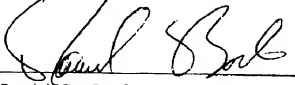
STATE OF Georgia )  
COUNTY OF Cobb )

Personally appeared before me, In Y. Lee, to me known and  
known to me to be the person described and who executed the  
foregoing instrument and acknowledged the same to be his act and  
deed in and for the purposes set forth in said instrument this  
22nd day of May, 2001.

  
Notary Public for

My Commission Expires: 08/01/01

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal this  
22 day of May, 2001.

  
David C. Borlo

STATE OF Georgia )  
COUNTY OF Cobb )

Personally appeared before me, David C. Borlo, to me known  
and known to me to be the person described and who executed the  
foregoing instrument and acknowledged the same to be his act and  
deed in and for the purposes set forth in said instrument this

22nd day of May, 2001.

  
Notary Public for

My Commission Expires: 08/01/01